

Recruitment, retainment and attractiveness of VET.

“Youth’s technical talents and interests to discover”

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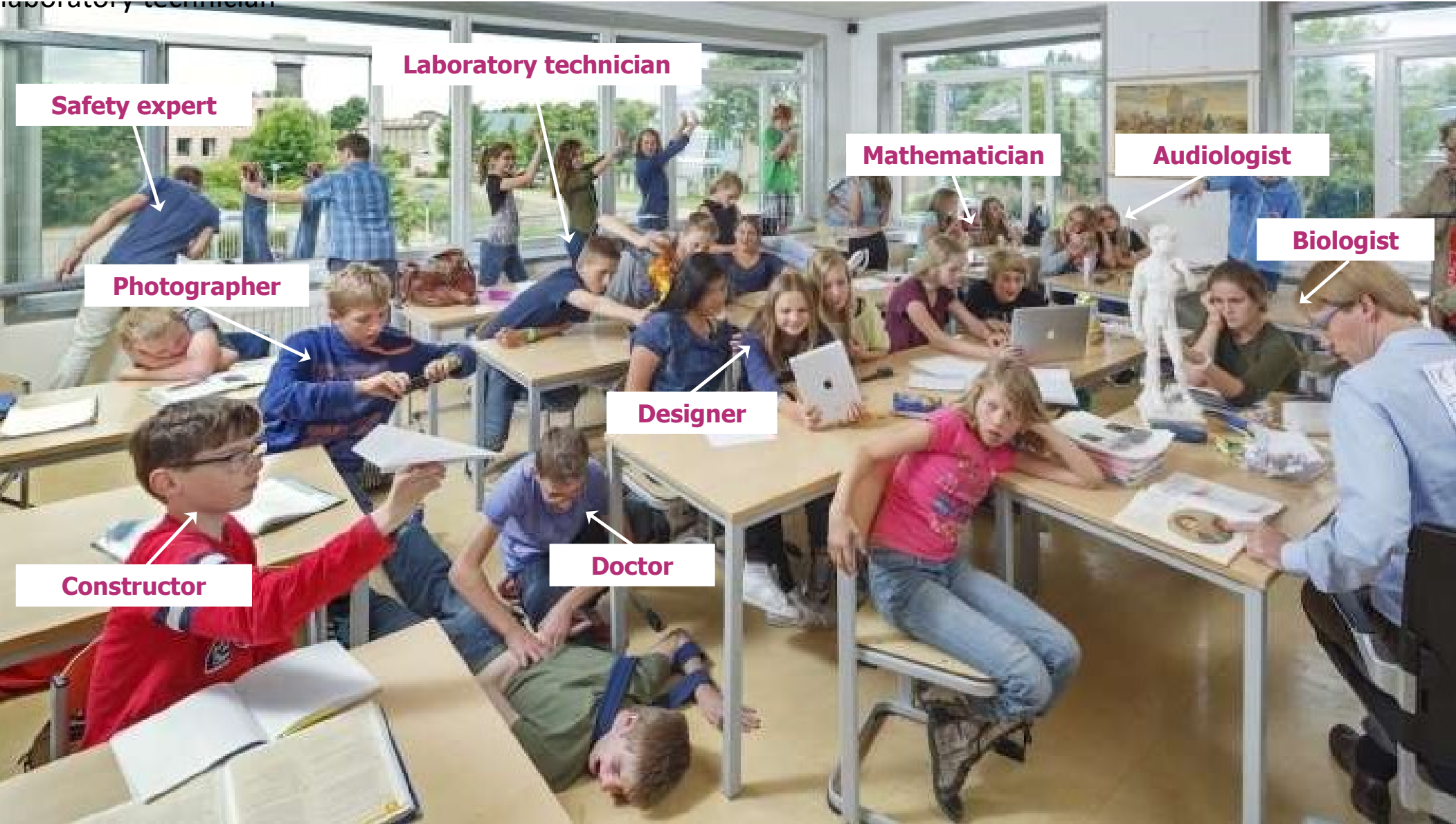
Green Acad.

DEN





Laboratory technician



Safety expert

Laboratory technician

Mathematician

Audiologist

Photographer

Biologist

Designer

Constructor

Doctor

Agenda

- STEM for everyone?
- Market segmentation: BetaTechMentality model
- Personas in practice: Greenvue & in Denmark
- Your turn: create your strategy and approach to recruit individuals for your sector

What percentage of students sees a future for themselves in technology?

52%

(26% in 2011)

Source: Study performed by Motivaction & Youngworks



More and more girls gain self-confidence in their technical skills

36% compared to **28%** in
2011

(66% for boys)

Source: Motivaction & Youngworks



“Job status is becoming less important for young people”

42% vs. 55% in 2011

Source: Motivaction & Youngworks



**“Most young people
want a job that
truly contributes to
society”**

76 % vs. 66% in 2011

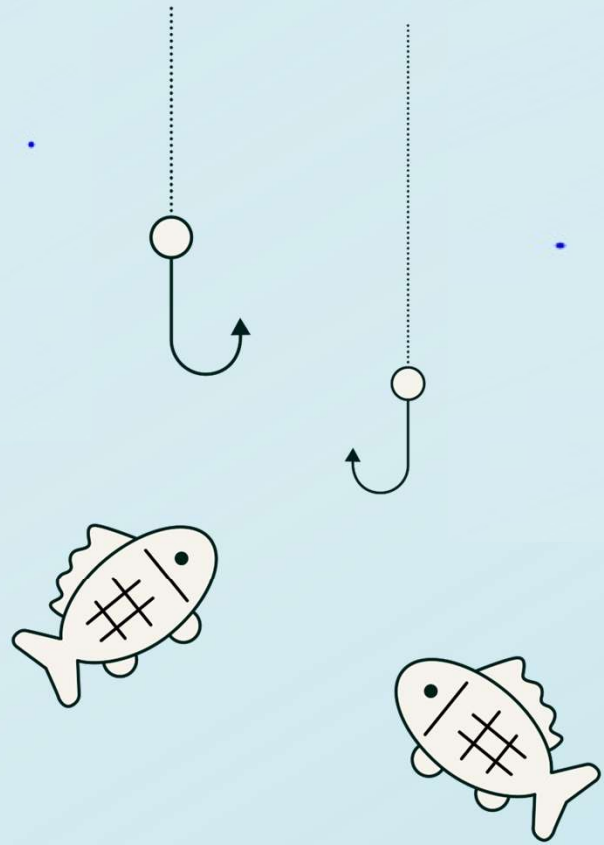
Source: Motivaction & Youngworks



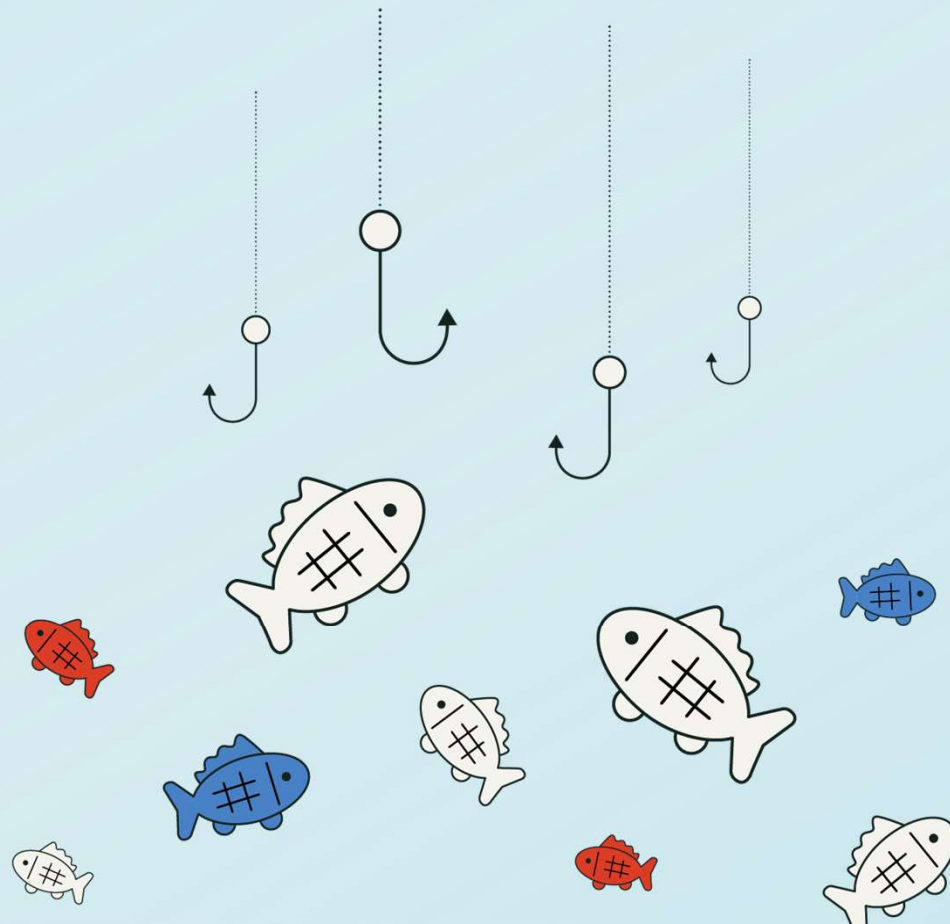
Agree or disagree?

“We can get all 100% of teenagers excited for a career in STEM”





The right bait for catching (all!) fish...



Bèta&TechMentality

- Age group 9-17
- 30 duo-interviews
- 1472 questionnaires
- Motivaction Research & Strategy and Youngworks



The Bèta&TechMentality-model

Drives, triggers and barriers

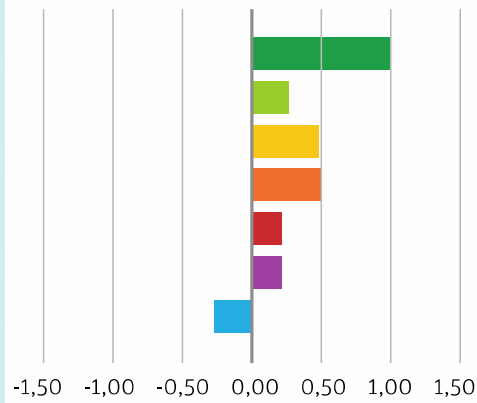
7 dimensions

- Self-confidence in science and technology
- Confidence in technological progress
- Interest in new technology
- Appreciation and respect
- Social commitment
- Technology can be taught
- Practical orientation

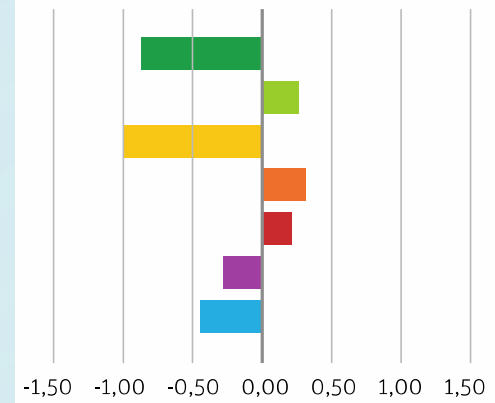
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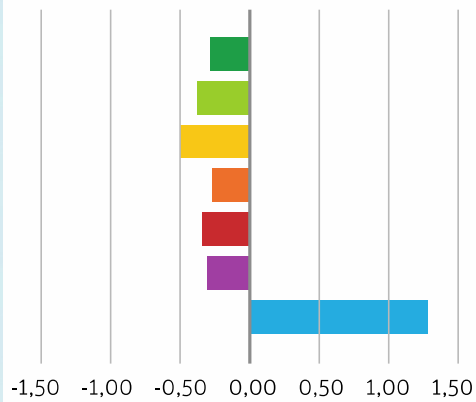
THE INNOVATOR



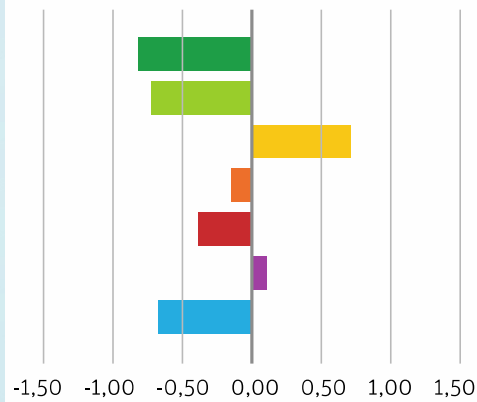
THE SOCIAL IMPLEMENTER



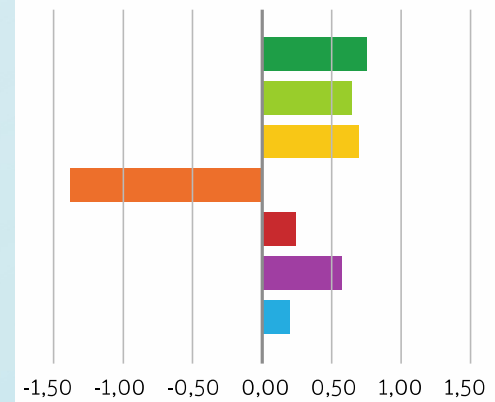
THE DOER



THE EXPLORER

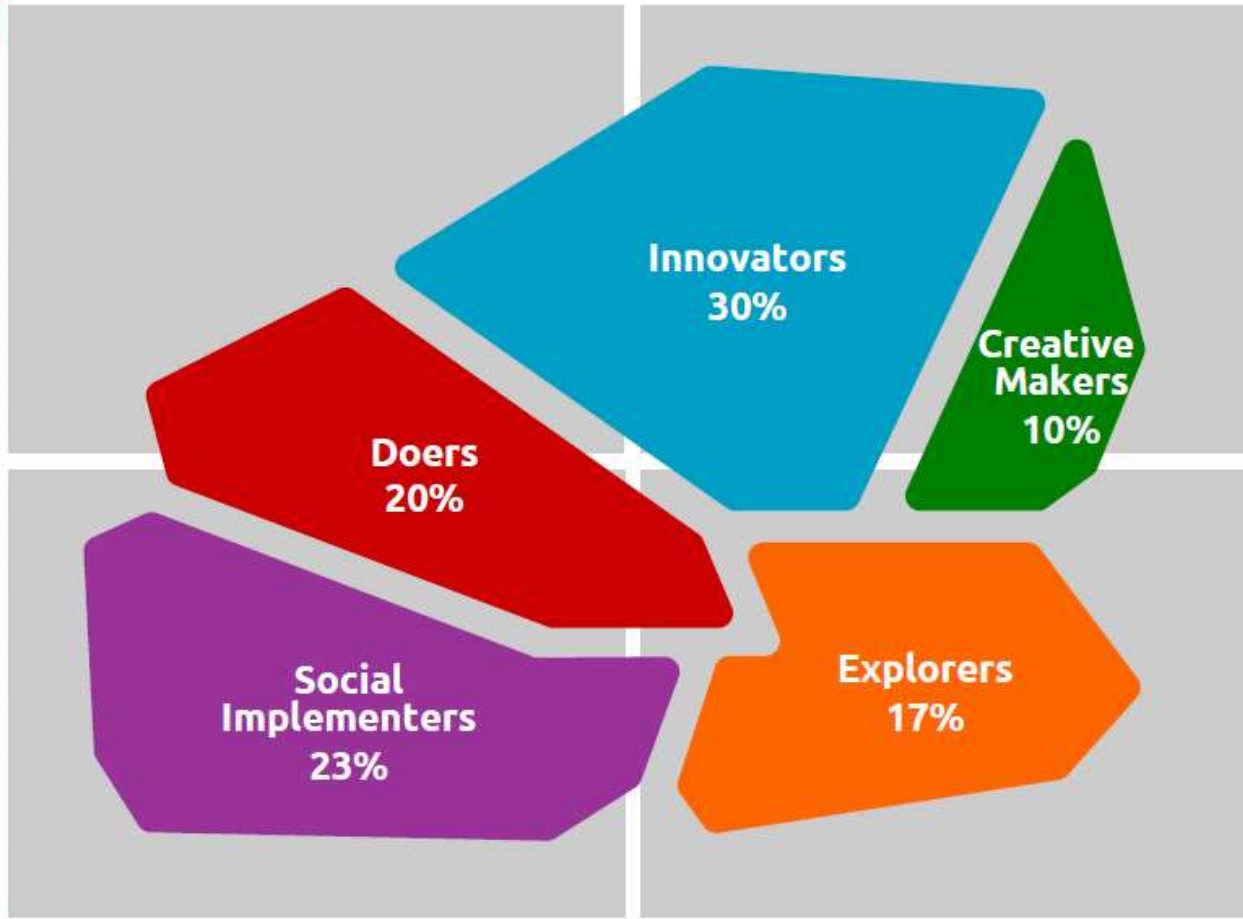


THE CREATIVE MAKER



Bèta&TechMentality

Self-confidence in Science and Technology >



Interest in new technology >
Limited

Great

1. Self-confidence in science and technology

"I can do it and I'm totally into beta and technology."

2. Confidence in technological progress

"Technology is important for people and society and is becoming more and more important."

3. Interest in new technology

"I think technological developments are cool. Not only to use, but also to develop myself".

4. Appreciation and respect

"I want people to be proud of me. And later, I want a job with prestige and a good salary."

5. Social commitment

"I'd like to do something for people or the environment."

6. Technology can be learned

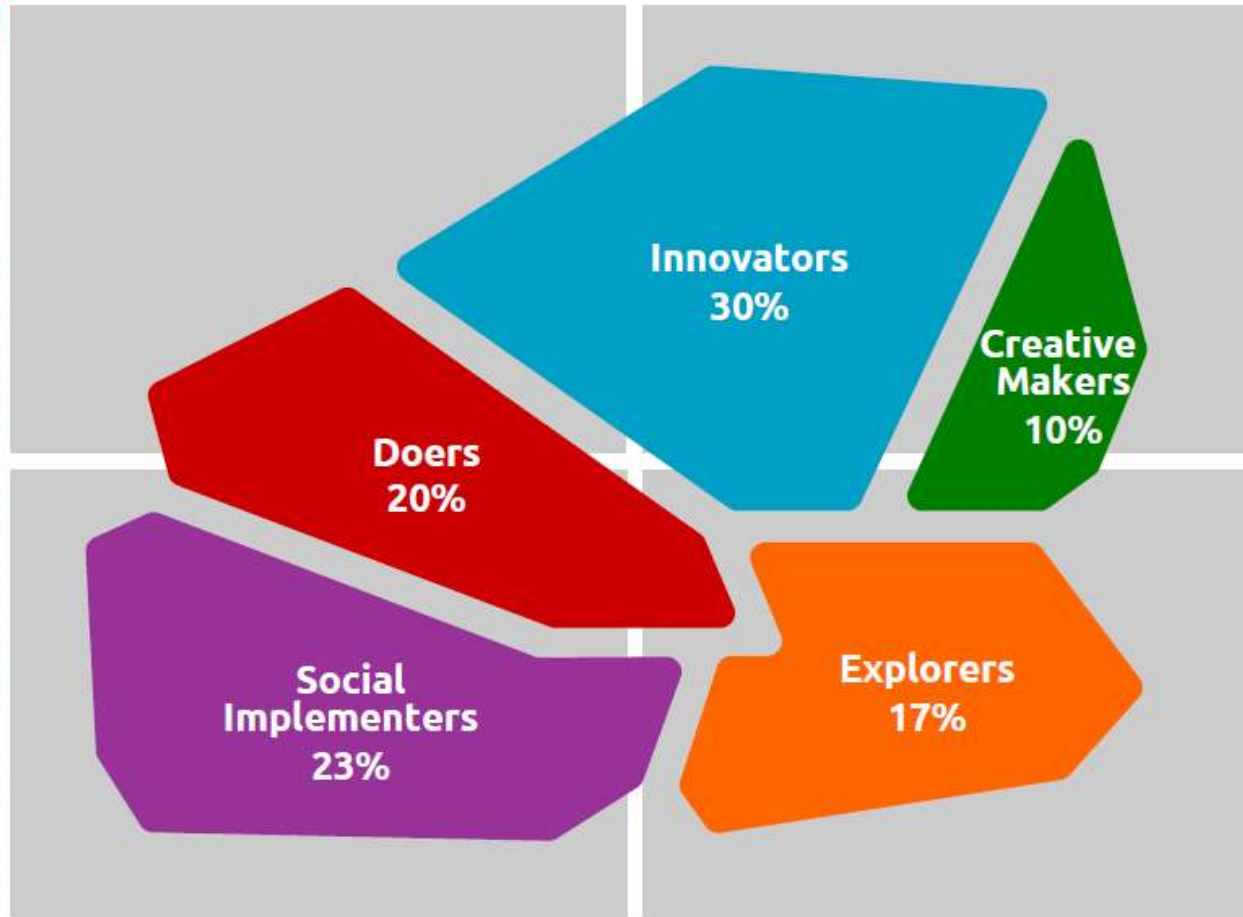
“With the right mindset, you can master a difficult subject.”

7. Practical orientation

"I want to make or do something. That's much more fun than the theory."

Bèta&TechMentality

Self-confidence in Science and Technology >



Interest in new technology >
Limited

Great

QUESTIONS SO FAR?



Creative maker

Who am I?

"Tech is my hobby. Technical subjects are easy for me."



Creative maker

Who am I?

"Tech is my hobby. Technical subjects are easy for me."

How can you interest me?

- ✓ Challenge me!
- ✓ Social issues (environment / sustainability)
- ✓ Relationship with ICT, media and science
- ✓ Design or programming
- ✓ Combination theory & practice, abstract & concrete



Innovator

Who am I?

"I love being with technology and I'm good at it too. I like it when I have achieved something".



Innovator

Who am I?

"I love being with technology and I'm good at it too. I like it when I have achieved something".

How can you interest me?

- ✓ New technologies (high tech)
- ✓ Future-oriented issues
- ✓ Challenges
- ✓ Growth opportunities / salary / status
- ✓ More examples of how technology is applied



Social Implementer

Who am I?

"I have difficulties with science and technology. Instead I wish to focus on helping people and society."



Social Implementer

Who am I?

"I have difficulties with science and technology. Instead I wish to focus on helping people and society.

How can you interest me?

- ✓ Meaning for people and society
- ✓ Experience success: 'I can do it!'
- ✓ Simplify & small steps
- ✓ Role models



Doer

Who am I?

"No idea if technique is interesting. I want to get to work."



Doer

Who am I?

"No idea if technology is interesting to me.
I want to get to work."

How can you interest me?

- ✓ Don't focus on the term 'technique';
'don't convince me'.
- ✓ Little theory
- ✓ Do
- ✓ Show concrete professions



Explorer

Who am I?

"I don't know what's right for me. Maybe something with technology, care or something economic."



Explorer

Who am I?

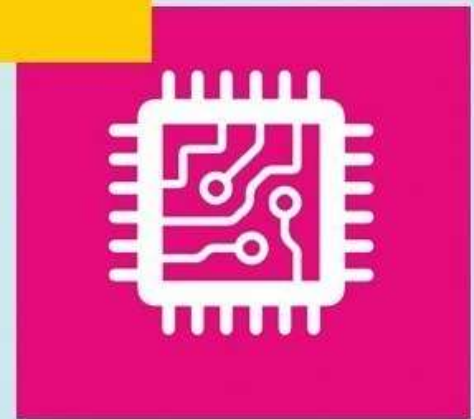
"I don't know what's right for me. Maybe something with technology, health care or something in the field of economics"

How can you interest me?

- ✓ Possibilities science and technology?
Examples!
- ✓ Experience success; 'I can do it'.
- ✓ Develop / come up with solutions
- ✓ New technologies / innovations
- ✓ Entrepreneurs?



Connecting with the perceptions of teenagers



Part 2

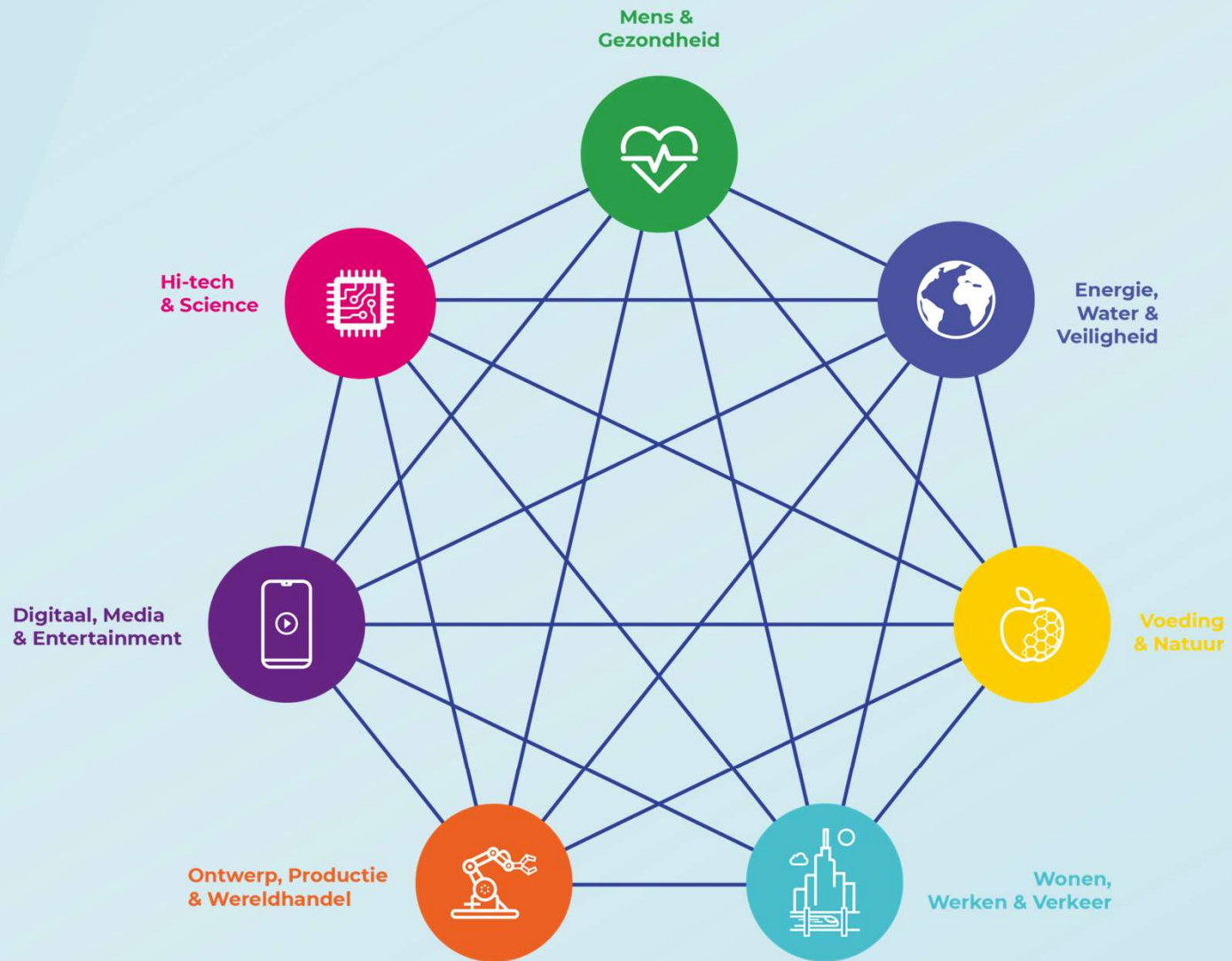




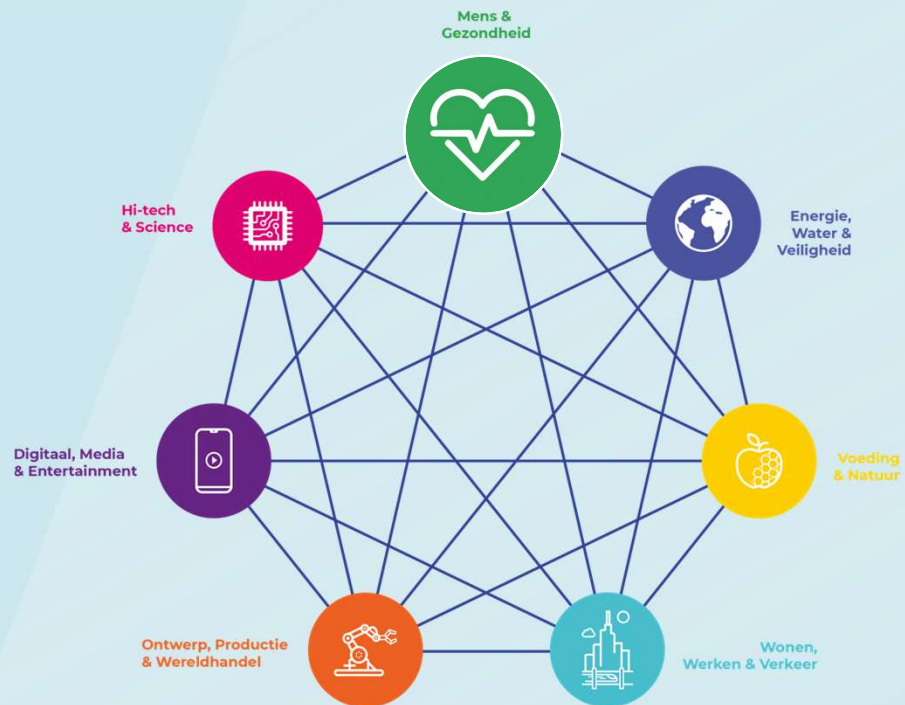




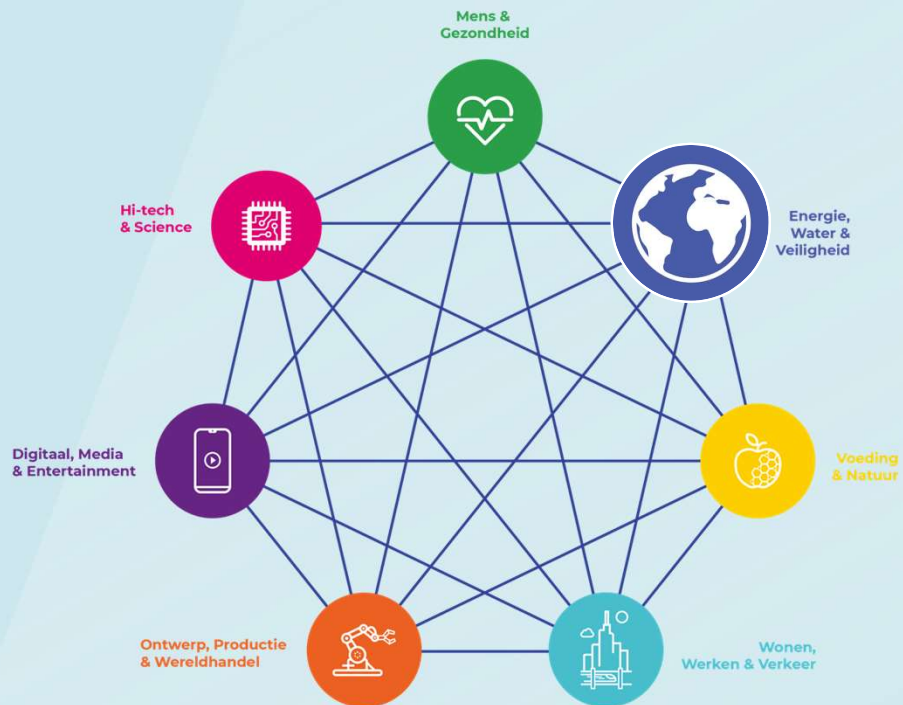




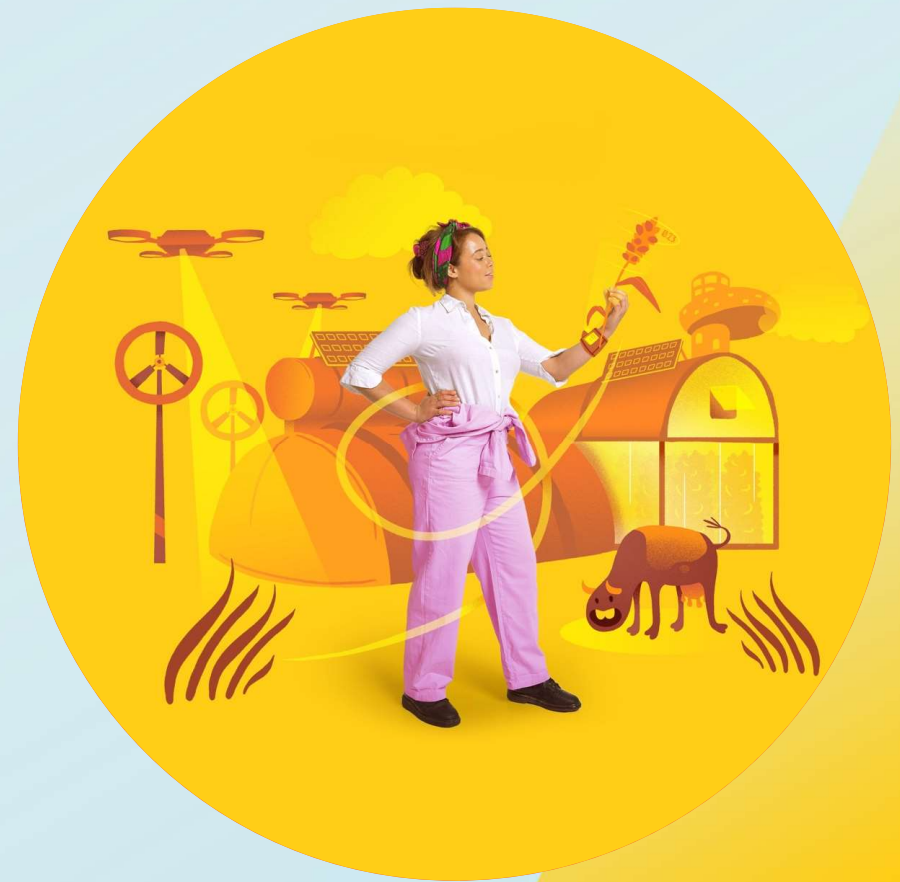
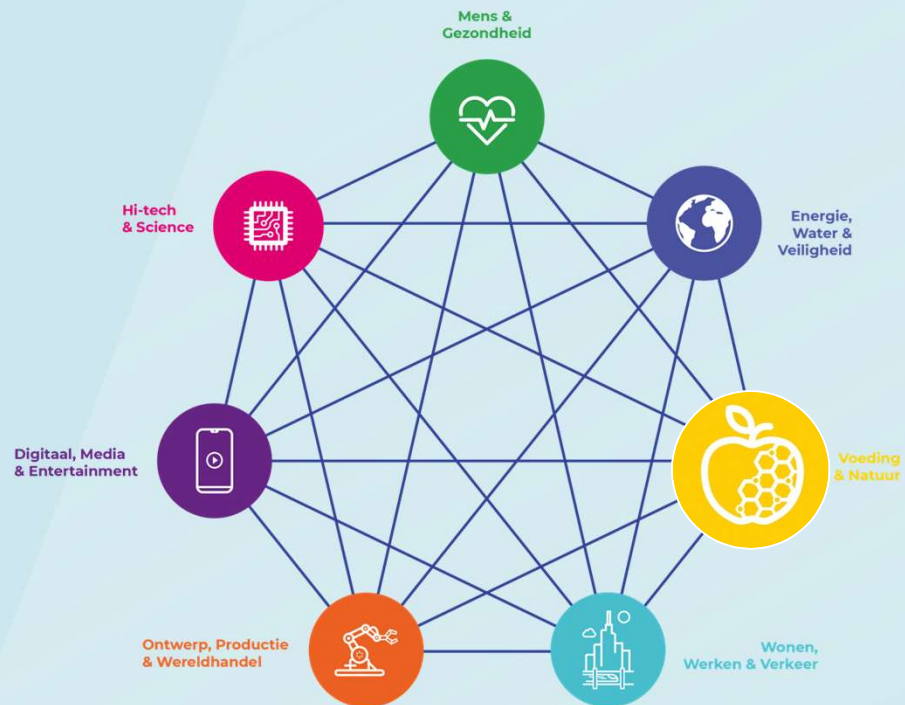
Mens & Gezondheid



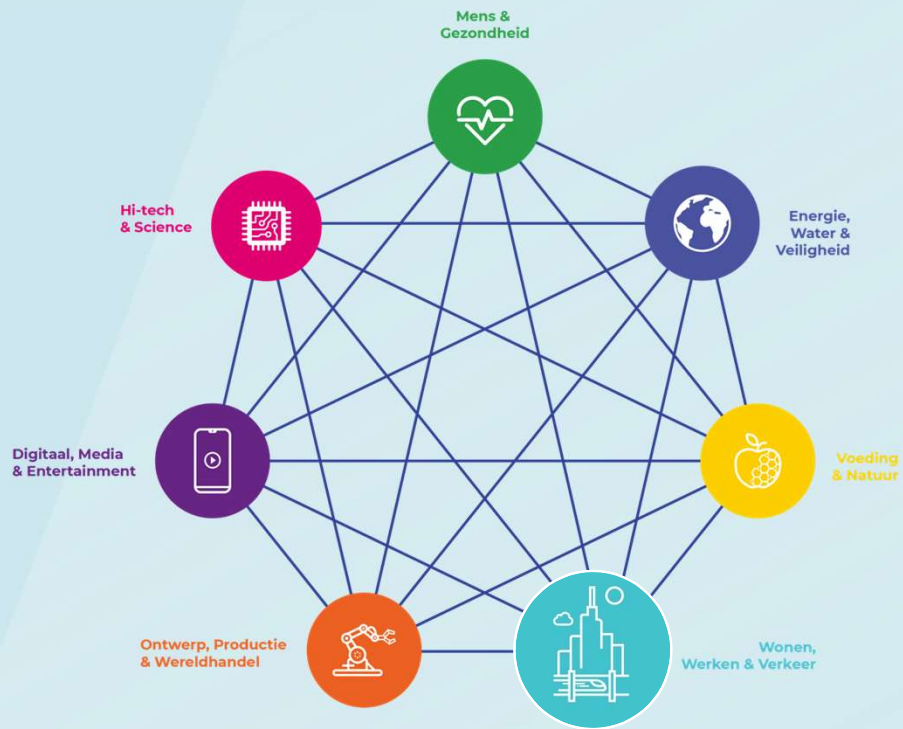
Energie, Water & Veiligheid



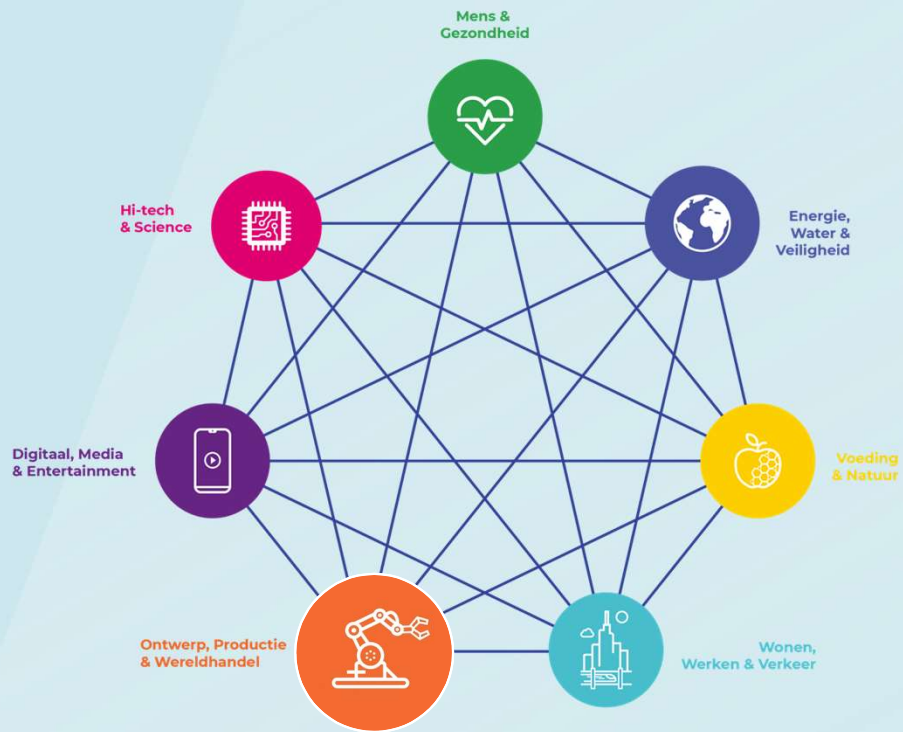
Voeding & Natuur



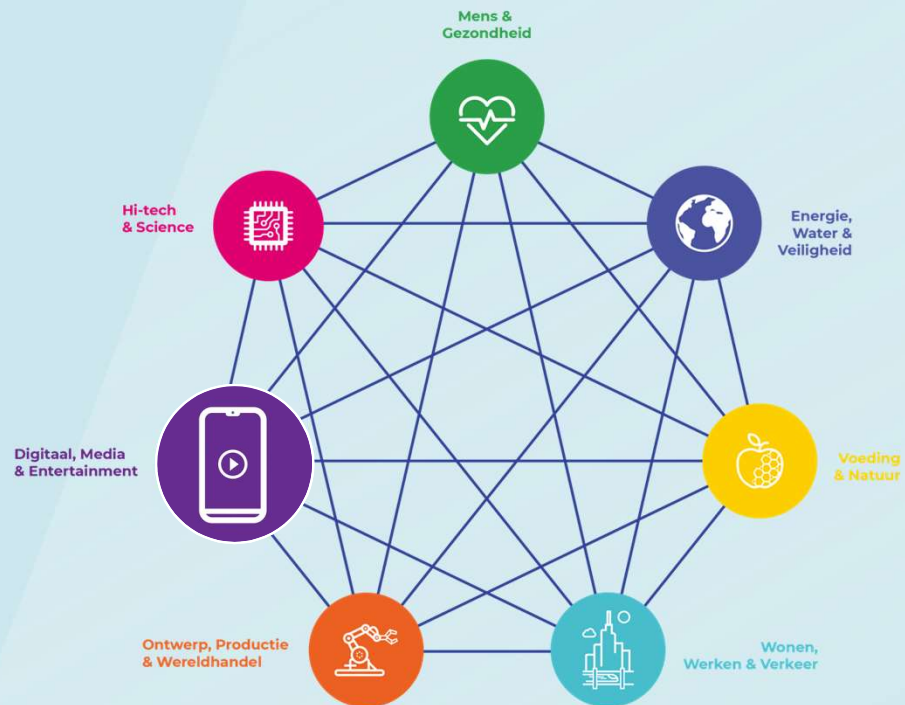
Wonen, Werken & Verkeer



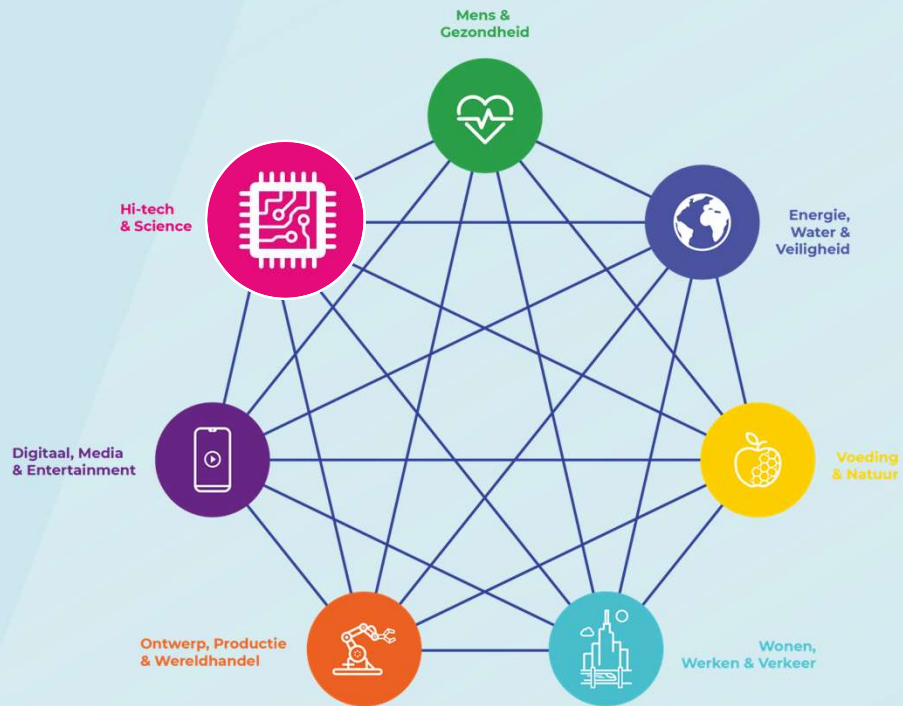
Ontwerp, Productie & Wereldhandel



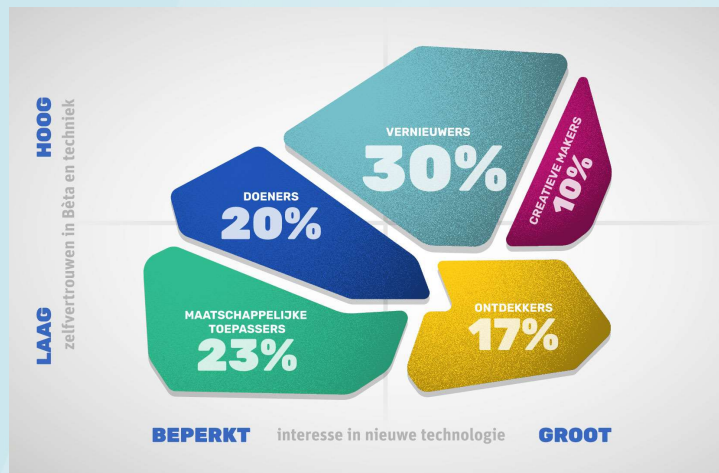
Digitaal, Media & Entertainment



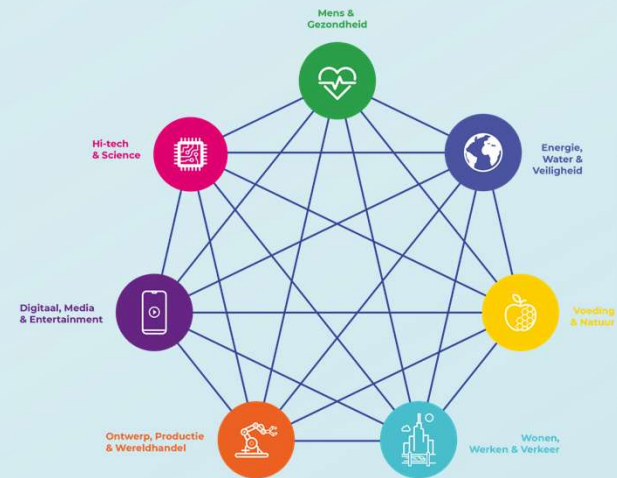
Hi-tech & Science



Wat kun jij in jouw praktijk met deze modellen?



Drives, triggers en barriers



Perspective and context





Safety Expert

Mathematician

Audiologist

Biologist

Photographer

Designer

Constructor

Doctor

BÈTA &
TECHMENTALITY

Maak onderwijs dat raakt
